

Arlington Committee on Tourism and Economic Development
Town Hall Annex, 1st floor conference room, May 24, 2017, 7:00 pm

Attendance

ATED members: Bob Bowes, Bob Radochia, Ted Peluso, Paul Dredge, Kirsi Allison-Ampe, Tom Davison, Kevin Greeley, Angela Olszewski

Guests: Ali Carter, Barbara Goodman

Call to Order

Angela called the meeting to order at 7:01 pm.

Acceptance of Minutes

Minutes from the last meeting were not ready. Bob Bowes made a motion, seconded by Kevin Greeley, to table acceptance of minutes. The motion passed unanimously.

Visitor Center

- Barbara Goodman, visitor center coordinator, provided a status report on operations: site condition, volunteer staffing, and performance schedule.
- Barbara noted her efforts to get wifi at the site. Kevin offered to follow-up with Comcast regarding the possibility of a courtesy account.
- Ted noted that he and Alberto Gutzman have worked diligently to implement diversity weekends, but it has been difficult to turn interest into commitment.
- Paul asked about promotion and audience size. It may be easier to recruit groups once the program is established.
- Angela and Ali will help Barbara in soliciting additional volunteers.
- In the off-season ATED will discuss formalizing the training program for next season.

Committee Vacancies

- Ted announced that he will be leaving the committee, but may get involved in specific projects. The group thanked Ted for his service and noted the important projects to which he contributed.
- ATED now has five vacancies. Angela will work with Dan, Kevin, and staff at the Selectmen's office to recruit new members.
- Members discussed skills and affiliations that could be beneficial to the group.

Visitor Promotion and Upcoming Events

- Porchfest: June 3; ATED has a performance on the visitor center porch.
- Feast of the East: June 17; Ted is coordinating staffing and will need help with set-up/take-down of the tent and related materials.
- Arlington Alive Block Party: June 24; ATED is now assisting with this event in a limited role. Discussion regarding a booth at the event, perhaps could coordinate one tent with ACAC or another partner(s).

- The group discussed ways to promote events and attractions to audiences outside Arlington. Suggestions included: welcome packet to hotel guests; ads on WickedLocal and Patch; Globe West; social media; Slides at Regent and Capitol; local radio stations; signage around town in locations frequented by out-of-town visitors.

Treasurer's Report/Reimbursements

- Tom provided an update on ATED's account balance and its role in collection/disbursement of block party funds.
- Patriots Day related-expenses should be submitted to Tom. Town Hall has been paid for.

Adjournment

Kirsi made a motion, seconded by Bob Bowes, to adjourn the meeting at 8:24 pm. The motion passed unanimously.